Brightfield Project Examples: Management

1. Leadership Case Study: Decision-Making Under Pressure

Introduction:

Students will analyze a real-world leadership dilemma where executives had to make rapid, high-stakes decisions under conditions of uncertainty.

Field of Management:

Leadership / Decision-Making / Organisational Behaviour

Required Level of Knowledge:

General understanding of leadership styles, decision-making frameworks, and team management. Key theories will be introduced during the project.

Real-World Example:

During the early stages of the COVID-19 pandemic, many CEOs (e.g. Airbnb's Brian Chesky) had to quickly restructure operations, manage layoffs, and pivot business models while balancing employee morale, financial stability, and long-term brand reputation. What should these leaders have done? Source: https://store.hbr.org/product/airbnb-inc/MH0072?srsltid=AfmBOopoQ5aOKJUK0uLqs4nw_QEOSEmGygC8JoUjt_04lmV4LU814zm-

What You Would Be Doing:

In this project, you will take the role of a leadership analyst and review leadership challenges faced during crisis scenarios, apply decision-making frameworks to evaluate different leadership responses, critically assess which decisions led to positive or negative outcomes, and propose alternative strategies supported by leadership theory. You will sharpen your skills in strategic decision-making, leadership evaluation, and organisational problem-solving.

2. Organisational Redesign: Restructuring Proposal

Introduction:

Students will analyse a company's organisational structure and develop a proposal for improving leadership, workflows, and decision-making processes.

Field of Management:

Organisational Behaviour / Change Management

Required Level of Knowledge:

Basic understanding of business structures and how organisations operate. Key organisational design models will be introduced.

Real-World Example:

Microsoft's 2013 reorganisation under CEO Satya Nadella shifted the company from product-based silos to a more integrated 'One Microsoft' structure, improving innovation and collaboration. What made this structural change so effective? Source: https://perbiexecutive.com/satya-nadella-the-transformational-leader-driving-the-resurgence-of-microsoft/

What You Would Be Doing:

As an organisational consultant, you will analyse the company's current leadership and workflow design, identify operational inefficiencies and communication breakdowns, apply organisational frameworks to recommend structural improvements, and prepare a restructuring report explaining your proposed design and its expected benefits. This project develops your ability to think critically about how organisations function — and how they can be improved.

3. Ethical Leadership: Corporate Governance & Responsibility

Introduction:

Students will explore ethical leadership challenges where executives must balance legal obligations, social responsibility, and long-term organisational values.

Field of Management:

Business Ethics / Corporate Governance / Leadership

Required Level of Knowledge:

Introductory understanding of ethics, stakeholder management, and governance. Key principles will be taught in-project.

Real-World Example:

Volkswagen's Dieselgate scandal revealed major ethical failures and governance breakdowns, resulting in billions in penalties and long-term brand damage. How could stronger leadership and oversight have prevented this? Source: https://www.theguardian.com/environment/2023/mar/22/dieselgate-millions-of-extremely-polluting-cars-still-on-europes-roads-says-report

What You Would Be Doing:

Acting as a governance consultant, you will examine how leadership failures led to ethical violations, evaluate corporate governance weaknesses and accountability gaps, research industry compliance standards and best practices, and develop a governance reform plan with practical recommendations. This project builds your understanding of leadership ethics, responsibility, and the systems that keep organisations accountable.

4. Operations Improvement: Supply Chain Efficiency Analysis

Introduction:

Students will evaluate a company's operations and supply chain, proposing efficiency improvements to reduce costs and improve reliability.

Field of Management:

Operations Management / Supply Chain Strategy

Required Level of Knowledge:

Basic understanding of production, logistics, and operational processes. Operational frameworks will be taught during the project.

Real-World Example:

Toyota's lean manufacturing system and Just-In-Time (JIT) inventory model have become global best practices in efficient supply chain management. What lessons from Toyota can be applied to other companies? Source: https://hbr.org/2022/11/what-really-makes-toyotas-production-system-resilient

What You Would Be Doing:

As an operations analyst, you will map out the company's existing supply chain processes, identify inefficiencies and propose operational improvements, study supply chain management models and benchmark best practices, and prepare a full operations improvement report with data-supported recommendations. This project develops your problem-solving, operational analysis, and decision-making skills — critical tools for management roles.